



# The Scottsdale/Paradise Valley Tourism Study

## Part I: Lodging Statistics

July 2002

Office of Economic Vitality



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## **STUDY OVERVIEW**

### **Part I: Lodging Statistics**

Part I of this study discusses trends relating to the lodging industry in the Scottsdale/Paradise Valley tourist market area. Specifically, the study looks at trends in local bed tax collection, room inventory, average room rates, average occupancy rates and other factors relating to lodging trends. This study is designed to provide necessary data relating to the lodging industry for developers, local hoteliers, tourism marketing representatives, financing agencies and others with an interest in trends in the hospitality industry.

Part I: Lodging Statistics is prepared once a year and is available at no charge from the City of Scottsdale Office of Economic Vitality or at [www.ci.scottsdale.az.us/economic](http://www.ci.scottsdale.az.us/economic).

### **Part II: Visitor Statistics**

Part II of this study deals with trends relating to tourists themselves. It examines the total number of tourists, spending patterns, socio-demographic profiles, and the overall economic impact of the tourism industry and the study area. This study is designed to provide data that gives a profile of the type of tourist that comes to the area, and the economic impact tourism has on the community.

Part II: Visitor Statistics is prepared once a year, and is available at no charge from the City of Scottsdale Office of Economic Vitality or at [www.ci.scottsdale.az.us/economic](http://www.ci.scottsdale.az.us/economic).

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# **THE SCOTTSDALE/PARADISE VALLEY TOURISM STUDY**

## **Introduction**

The economy of the Scottsdale/Paradise Valley area is integrally linked to the tourism market. Yet, until the early 1990's, limited information existed on the impact of tourism on our economy. This lack of information made it difficult to predict the impacts of new developments, changes in the market or how to understand the best way to promote the market.

The purpose of The Scottsdale/Paradise Valley Tourism Study: Parts I and II is to provide assistance, through collected industry data, to companies integral to or part of the tourism, retail, or hospitality industry or interested in the marketplace. This study provides market information for the tourism, retail and hospitality operations within the study area, provides information to elected officials and city management, and the general public, regarding the tourism and hospitality markets.

The City of Scottsdale Office of Economic Vitality compiled this report in cooperation with the Scottsdale Convention and Visitors Bureau and the Arizona Department of Revenue, Econometrics Section.

## **Study Limitations - Part I**

Much of the information contained in this study is based on tax collection figures, and will therefore have certain limitations. Bed tax collection figures are used because they are consistently tracked and readily available, however, remember these points:

- The tax receipt figures shown for each month actually reflect tax collections during the previous month. Generally, there is a lag of one month between sales and collections.
- The data in this report (with the exception of room stock figures) is based only on properties located within the City of Scottsdale and the Town of Paradise Valley.
- With the exception of room stock data, no information is available for properties that lie just outside of the corporate limits of the City of Scottsdale, and the Town of Paradise Valley. It can be assumed that the data for these properties would be very similar to that of the market area.

## **EXECUTIVE SUMMARY**

The events of September 11, 2001 had a resounding impact on the entire travel and hospitality industry. The impact for Scottsdale was no different. 2001 data for the Scottsdale/Paradise Valley market reflects a change in how people traveled and conducted business and business travel after September. The good news for 2002 was the market, for the first 4 months, had an occupancy rate of 74.3 percent, a solid start to the high season. Expectations for the 2002 calendar year are flat.

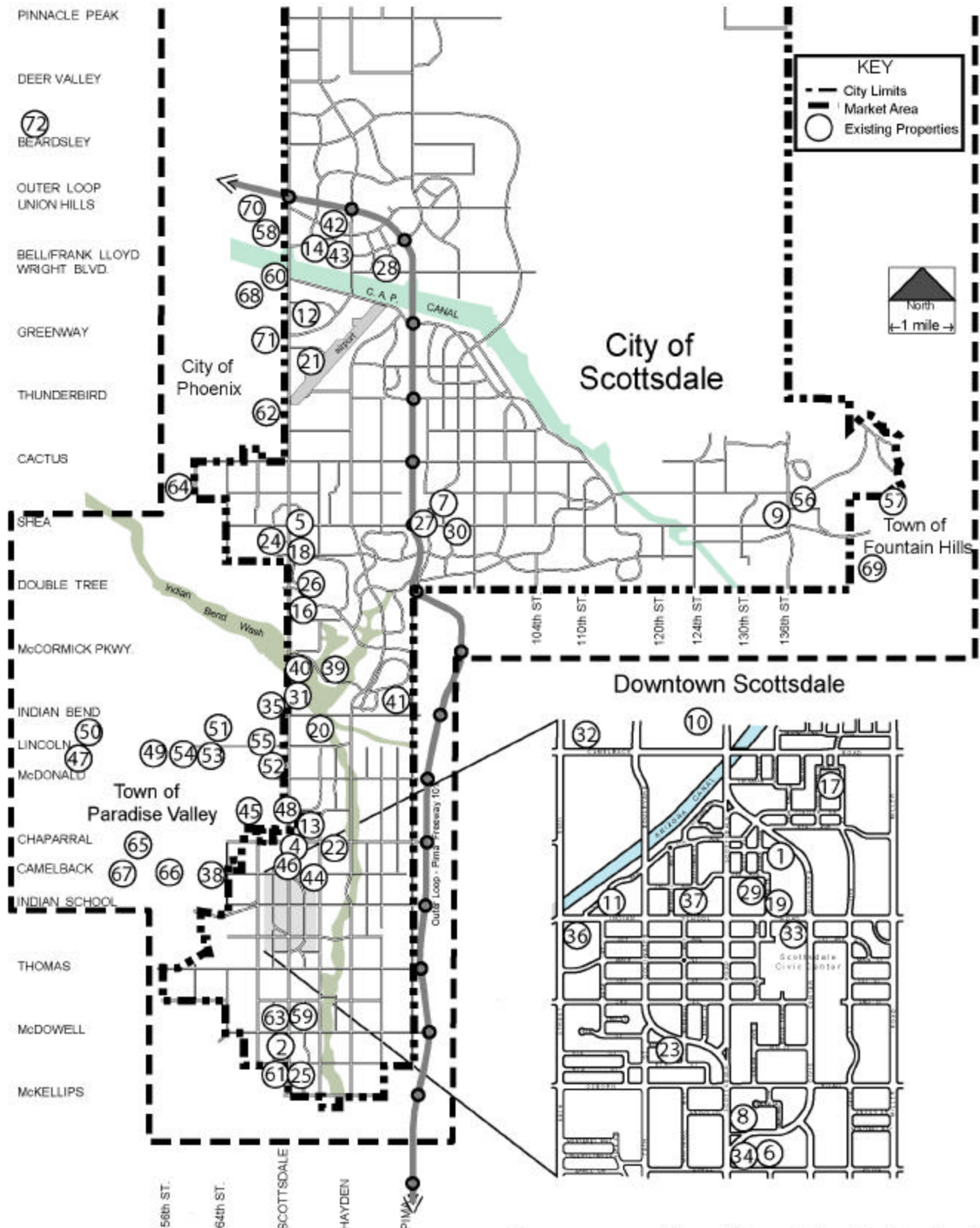
- October, November and December serve as Scottsdale's high-shoulder season. Approximately 25% of the annual bed tax and sales tax revenue are recognized from hotel activity during these three months. Following September 11, Scottsdale Bed Tax revenues were off by only 6 percent, and Paradise Valley's bed tax revenues, defined by resort/leisure travel were down by 11%.
- The annual average occupancy rate for Scottsdale in 2001 was 59.5% percent, with a stable supply of rooms. This is a decrease from the 2000 occupancy rate of 64% percent. Prior to September 11, occupancy rates were above 2000 rates
- The market area has absorbed over 4,400 rooms since 1995. In 2002, the amount of commercial business and meeting and conference hotel use increased prior to September 11, while the number of leisure visitors remained the same.
- In 2001, Scottsdale's bed tax revenues decreased approximately 5% percent from 2000. Hotel/motel sales tax revenues for 2000 decreased by 6 percent from the previous year, totaling \$5.75 million in collections.
- Construction on two new hotels in the market area is underway. The Desert Ridge Marriott and the Westin Kierland Resort, both located in Phoenix; are slated to be open and operating in December of 2002. Desert Ridge will have 950 rooms and Kierland will open with 750 rooms. Both properties will also have significant meeting space
- The average calculated room rate was \$143.34 for 2001. This is an increase from the 2000 average of \$140.53.

**Note:** Scottsdale/Paradise Valley market was above 2000 numbers in all categories leading up to September 2001.

## THE SCOTTSDALE PARADISE VALLEY MARKET AREA

The market area maps show the boundaries of the Scottsdale/Paradise Valley market area.

This area contains all of the City of Scottsdale the Town of Paradise Valley and portions of the cities of Phoenix, Tempe, and the towns of Carefree, Cave Creek and Fountain Hills



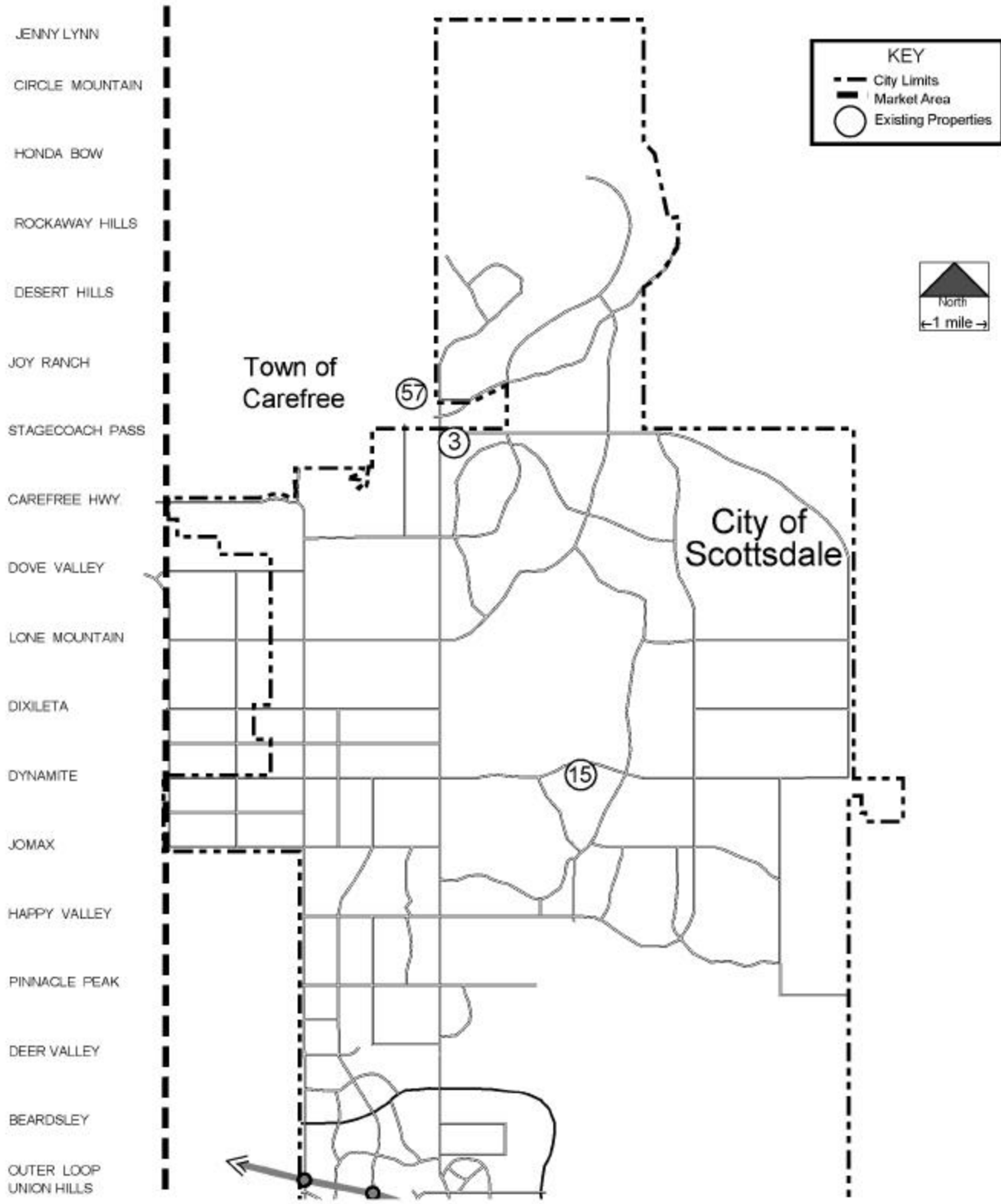




Table 1  
**Existing Scottsdale/Paradise Valley Market Area Properties**  
 (Transient Use Properties With 25 or More Rooms)

Key	Property Name	Address	Web Address	# of Rooms
<b>Scottsdale Properties</b>				
1	Amersuites Hotel	7300 E. 3rd Ave.	<a href="http://AmeriSuites.com">AmeriSuites.com</a>	128
2	Best Western Papago Inn	7017 E. McDowell Rd.	<a href="http://Best Western.com">Best Western.com</a>	56
3	The Boulders	34631 N. Tom Darlington	<a href="http://Wyndham.com">Wyndham.com</a>	205
4	Chaparral Suites	5001 N. Scottsdale Rd.	<a href="http://Chaparralsuites.com">Chaparralsuites.com</a>	311
5	Comfort Inn	7350 E. Gold Dust Ave.	<a href="http://Choicehotels.com">Choicehotels.com</a>	124
6	Comfort Suites	3275 N. Civic Center Blvd.	<a href="http://Choicehotels.com">Choicehotels.com</a>	60
7	Country Inn/Suites	10801 N. 89th Pl.	<a href="http://Choicehotels.com">Choicehotels.com</a>	163
8	Courtyard (Downtown)	3311 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	180
9	Courtyard Mayo Clinic	13444 E. Shea Blvd.	<a href="http://Marriott.com">Marriott.com</a>	124
10	Days Inn at Fashion Square	4710 N. Scottsdale Rd.	<a href="http://Daysinn.com">Daysinn.com</a>	167
11	EconoLodge	6935 E. 5th Ave.	<a href="http://Choicehotels.com">Choicehotels.com</a>	92
12	Extended Stay America	15501 N. Scottsdale Rd.	<a href="http://Extendedstay.com">Extendedstay.com</a>	120
13	Fairfield Inn (central)	5101 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	218
14	Fairmont Princess Resort	7575 E. Princess Dr.	<a href="http://Fairmont.com">Fairmont.com</a>	650
15	Four Seasons Resort	10600 E. Crescent Moon Dr.	<a href="http://Fourseasons.com/scottsdale">Fourseasons.com/scottsdale</a>	210
16	Gainey Suites	7300 E. Gainey Suites Dr.	<a href="http://Gaineysuiteshotel.com">Gaineysuiteshotel.com</a>	162
17	Hampton Inn (Old Town)	4415 N. Civic Center Plaza	<a href="http://Hamptoninn.com">Hamptoninn.com</a>	126
18	Hampton Inn Scottsdale Gainey	10101 N. Scottsdale Rd.	<a href="http://Hamptoninn.com">Hamptoninn.com</a>	132
19	Hilton Garden Inn	7324 E. Indian School Rd.	<a href="http://Hilton.com">Hilton.com</a>	200
20	Holiday Inn SunSpree Resort	7601 E. Indian Bend Rd.	<a href="http://Holidayinnarizona.com">Holidayinnarizona.com</a>	200
21	Holiday Inn/Suites	7515 E. Butherus Dr.	<a href="http://Holidayinnarizona.com">Holidayinnarizona.com</a>	120
22	Hotel Waterfront Ivy	7445 E. Chaparral Rd.	<a href="http://Hotelwaterfrontivy.com">Hotelwaterfrontivy.com</a>	111
23	Homestead Studio Suites	3560 N. Marshall Way	<a href="http://Homesteadvillage.com">Homesteadvillage.com</a>	120
24	Homewood Suites	9880 N. Scottsdale Rd.	<a href="http://Homewoodsuites.com">Homewoodsuites.com</a>	114
25	Hospitality Suites	409 N. Scottsdale Rd.	<a href="http://Hospitalitysuites.com">Hospitalitysuites.com</a>	210
26	Hyatt Regency Scottsdale	7500 E. Doubletree Ranch Rd.	<a href="http://Hyatt.com">Hyatt.com</a>	493
27	La Quinta	8888 E. Shea Blvd.	<a href="http://LaQuinta.com">LaQuinta.com</a>	140
28	Marriott McDowell Mountain	16770 N. Perimeter Dr.	<a href="http://Marriott.com">Marriott.com</a>	270
29	Marriott Suites	7325 E. 3rd Ave.	<a href="http://Marriott.com">Marriott.com</a>	251
30	Marriott TownPlace	10740 N. 90th St.	<a href="http://Marriott.com">Marriott.com</a>	131
31	Millennium McCormick Ranch	7401 N. Scottsdale Rd.	<a href="http://Millennium-hotels.com">Millennium-hotels.com</a>	125
32	Motel 6	6848 E. Camelback Rd.	<a href="http://Motel6.com">Motel6.com</a>	122
33	Old Town Hotel	7353 E. Indian School Rd.	<a href="http://Oldtownhotel.com">Oldtownhotel.com</a>	206
34	Quality Inn & Suites	3313 N. Scottsdale Rd.	<a href="http://Choicehotels.com">Choicehotels.com</a>	171
35	Radisson Resort	7171 N. Scottsdale Rd.	<a href="http://Radissonscottsdale.com">Radissonscottsdale.com</a>	318
36	Residence Inn	6040 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	122
37	Rodeway Inn Scottsdale	7110 E. Indian School Rd.	<a href="http://Choicehotels.com">Choicehotels.com</a>	65

Table 1 (Continued)

Key	Property Name	Address	Web Address	# of Rooms
<b>Scottsdale (Continued)</b>				
38	Scottsdale Conference Resort	7700 E. McCormick Parkway	<a href="http://Scottsdconf.com">Scottsdconf.com</a>	326
39	Scottsdale Hilton Resort	6333 N. Scottsdale Rd	<a href="http://Hilton.com">Hilton.com</a>	186
40	Scottsdale Inn/Suites	7707 E. McDowell Rd.	<a href="http://Innsuites.com">Innsuites.com</a>	134
41	Scottsdale Pima Inn & Suites	7330 N. Pima Rd.	<a href="http://Innsuites.com">Innsuites.com</a>	127
42	Scottsdale Resort Suites	7677 E Princess Blvd.	<a href="http://Resortsuites.com">Resortsuites.com</a>	391
43	Sierra Suites	10660 N. 69 <sup>th</sup> St.	<a href="http://Sierrasuites.com">Sierrasuites.com</a>	106
44	Summerfield Suites	4245 N. Civic Center Dr.	<a href="http://Wyndham.com">Wyndham.com</a>	164
45	SunBurst Resort	4925 N. Scottsdale Rd.	<a href="http://Sunburstresort.com">Sunburstresort.com</a>	210
<b>Paradise Valley Properties</b>				
46	Doubletree La Posada Resort Hotel	4949 E. Lincoln Dr.	<a href="http://Doubletree.com">Doubletree.com</a>	262
47	Doubletree Paradise Valley Resort	5401 N. Scottsdale Rd.	<a href="http://Doubletree.com">Doubletree.com</a>	387
48	Hermosa Inn	5532 N. Palo Cristi Dr.	<a href="http://Hermosainn.com">Hermosainn.com</a>	35
49	Marriott Camelback Inn	5402 E. Lincoln Dr.	<a href="http://Marriott.com">Marriott.com</a>	453
50	Marriott Mountain Shadows	5641 E. Lincoln Dr.	<a href="http://Marriott.com">Marriott.com</a>	337
51	Renaissance Scottsdale	6160 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	171
52	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	<a href="http://Scottsdaleplaza.com">Scottsdaleplaza.com</a>	404
53	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	<a href="http://Sanctuaryaz.com">Sanctuaryaz.com</a>	100
54	Smoke Tree Resort	7101 E. Lincoln Dr.	<a href="http://Smoketreeresort.com">Smoketreeresort.com</a>	25
<b>Other Market Properties (Carefree, Fountain Hills, Phoenix, Tempe)</b>				
55	Carefree Conference Resort (Carefree)	37220 Mule Train Rd.	<a href="http://Carefreemeetings.com">Carefreemeetings.com</a>	246
56	Comfort Inn (Fountain Hills)	17105 E. Shea Blvd.	<a href="http://Choicehotels.com">Choicehotels.com</a>	43
57	CopperWynd (Fountain Hills)	13225 Eagle Mountain Dr	<a href="http://Copperwynd.com">Copperwynd.com</a>	40
58	Courtyard Scottsdale (north)	17010 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	153
59	Executive Suites, Extended Stay (Tempe)	1635 N. Scottsdale Rd.	<a href="http://Extendedstay.com">Extendedstay.com</a>	136
60	Hampton Inn/Suites (north)	16620 N. Scottsdale Rd.	<a href="http://Hamptoninn.com">Hamptoninn.com</a>	123
61	Hampton Inn/Suites (Tempe)	1429 N. Scottsdale Rd.	<a href="http://Hamptoninn.com">Hamptoninn.com</a>	160
62	Fairfield Inn (north)	13440 N. Scottsdale Rd.	<a href="http://Marriott.com">Marriott.com</a>	133
63	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	<a href="http://Motel6.com">Motel6.com</a>	101
64	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	<a href="http://Oranetreegolfresort.com">Oranetreegolfresort.com</a>	160
65	Phoenician Resort (Phoenix)	6000 E. Camelback Rd.	<a href="http://Starwood.com">Starwood.com</a>	654
66	Royal Palms Inn (Phoenix)	5200 E. Camelback Rd.	<a href="http://Royalpalms hotel.com">Royalpalms hotel.com</a>	116
67	Scottsdale Camelback Resort	6302 E. Camelback Rd.	<a href="http://Scottsdalecamelback.com">Scottsdalecamelback.com</a>	111
68	Sleep Inn (Phoenix)	16630 N. Scottsdale Rd.	<a href="http://Choicehotels.com">Choicehotels.com</a>	108
69	Southwest Inn at Eagle Mountain (FH)	9800 Summerhill Blvd.	<a href="http://Southwestinn.com">Southwestinn.com</a>	42
70	Springhill Suites (Phoenix)	17020 N. Scottsdale	<a href="http://Marriott.com">Marriott.com</a>	123
71	The Westin Kierland Resort & Spa	6902 E. Greenway Parkway	<a href="http://Kierlandresort.com">Kierlandresort.com</a>	750
72	Desert Ridge Marriott	14500 N. Northsight Blvd	<a href="http://Desertridgeresort.com">Desertridgeresort.com</a>	950

Source: Warnick &amp; Co.

## TRENDS IN TAX COLLECTION

### Transient or Bed Tax

#### City of Scottsdale

The City of Scottsdale has a three percent transient occupancy tax (bed tax). In the past 10 years the bed tax has generated \$58.4 million in revenue for the City. Approximately 45 percent of this revenue goes to the Scottsdale Convention and Visitors Bureau for tourist promotion activities. The remainder is administered by the City; for tourism development activities and tourism research.

*Table 2* presents a monthly and yearly breakdown of the bed tax receipts for Scottsdale from calendar year 1992 through 2001. During 2001, the City collected \$7.27 million in bed taxes, a 5 percent decrease from 2000 collections. This is a result of several factors, most significantly the severe downturn in travel following the tragic events of September 11. Up to the month of September bed tax revenue was above same data for the year prior.

#### Town of Paradise Valley

The Town of Paradise Valley raised their bed tax rate to 3 percent in September of 1993. The bed tax receipts for the Town are shown in *Table 3*. In 2001, Paradise Valley collected a total of \$ 2.3 million, an 11% drop over year 2000 revenues. Again the events of September 11 are evidenced here with greater impact as Paradise Valley relies heavily on leisure and package travel. 25% of Paradise Valley's bed tax revenues are recognized in the three months following September. Paradise Valley's drop in revenue was more significant due to a heavier reliance on leisure/resort travelers.

### Sales Tax

#### City of Scottsdale

In addition to bed tax, the City of Scottsdale tracks the collections of the business privilege tax (1.4%) on all sales transactions in hotels. This sales tax was previously 1.2 percent and was increased by 0.2 percent in July of 1995 (dedicated to mountain preservation). By maintaining a separate listing of all sales tax received from hotels and motels, this tax provides a mechanism to track visitor purchasing amenity trends. *Table 4* enumerates sales tax collected in Scottsdale hotels and motels since 1992.

Sales tax revenues (privilege tax) generated by hotel properties in 2001 were \$5.7 million, a 6 percent decrease from 2000. Once again over 25% of the revenues in this category are recognized in October, November and December. Since 1992 the hotel/motel sales tax has generated \$44 million in revenues for the City of Scottsdale.

Table 2  
**City of Scottsdale**  
Monthly Bed Tax Receipts in Dollars  
3% Tax Rate

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<b>1992</b>	\$243,612	\$329,184	\$471,985	\$534,202	\$398,468	\$307,271	\$174,022	\$122,495	\$113,525	\$181,722	\$336,131	\$290,767	\$3,503,384
<b>1993</b>	\$233,872	\$400,254	\$552,740	\$624,413	\$483,110	\$343,131	\$188,703	\$153,961	\$143,960	\$268,978	\$398,869	\$361,688	\$4,153,679
<b>1994</b>	\$255,509	\$424,947	\$655,515	\$723,506	\$527,986	\$361,750	\$170,877	\$205,259	\$155,649	\$318,469	\$447,822	\$335,601	\$4,582,890
<b>1995</b>	\$325,679	\$560,351	\$680,585	\$781,581	\$578,431	\$396,487	\$270,576	\$175,588	\$158,768	\$320,314	\$497,235	\$439,448	\$5,185,043
<b>1996</b>	\$363,541	\$658,877	\$784,038	\$927,067	\$667,947	\$409,284	\$289,456	\$237,685	\$231,969	\$342,306	\$523,636	\$551,012	\$5,986,818
<b>1997</b>	\$477,068	\$696,930	\$795,223	\$1,090,620	\$712,372	\$519,519	\$315,036	\$191,495	\$235,845	\$391,652	\$536,144	\$661,539	\$6,623,443
<b>1998</b>	\$435,611	\$852,280	\$915,586	\$1,012,092	\$791,591	\$538,444	\$334,166	\$245,584	\$231,896	\$352,568	\$574,635	\$593,899	\$6,878,352
<b>1999</b>	\$428,761	\$762,079	\$898,346	\$1,033,382	\$692,130	\$513,997	\$281,734	\$266,141	\$209,783	\$380,434	\$601,511	\$558,127	\$6,626,425
<b>2000</b>	\$478,758	\$717,019	\$1,093,554	\$1,070,959	\$939,985	\$575,479	\$417,742	\$233,036	\$270,883	\$428,828	\$686,234	\$707,216	\$7,619,693
<b>2001</b>	\$565,432	\$850,937	\$1,007,629	\$1,198,098	\$820,996	\$596,238	\$372,650	\$235,168	\$280,990	\$277,310	\$487,649	\$583,399	\$7,276,496
% of 2001 Total	7.8%	11.7%	13.8%	16.5%	11.3%	8.2%	5.1%	3.2%	3.9%	3.8%	6.7%	8.0%	100%
Avg % of 10 yr Total	6.5%	10.7%	13.4%	15.4%	11.3%	7.8%	4.8%	3.5%	3.5%	5.6%	8.7%	8.6%	100%

**Source:** City of Scottsdale, Tax Audit Department

**Note:** Bed tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity in the *previous* month, and do not account for late payments.

Table 3  
**Town of Paradise Valley**  
Monthly Bed Tax Receipts in Dollars  
3% Tax Rate

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
1992*	\$93,684	\$89,992	\$111,240	\$123,842	\$106,196	\$75,571	\$59,093	\$45,944	\$44,494	\$93,103	\$110,299	\$95,355	\$1,048,813
1993	\$69,354	\$116,536	\$154,531	\$172,571	\$137,309	\$103,924	\$63,881	\$48,858	\$46,277	\$496,253	\$206,475	\$160,678	\$1,376,647
1994	\$114,486	\$153,981	\$303,758	\$295,987	\$239,743	\$160,531	\$105,029	\$76,780	\$76,728	\$142,985	\$217,134	\$184,875	\$2,072,017
1995	\$114,271	\$215,831	\$271,378	\$313,073	\$245,680	\$181,106	\$109,563	\$80,203	\$80,414	\$168,532	\$202,966	\$175,316	\$2,158,333
1996	\$131,485	\$261,261	\$315,016	\$320,360	\$272,956	\$191,726	\$121,926	\$75,376	\$76,096	\$175,278	\$206,489	\$219,171	\$2,367,140
1997	\$172,943	\$279,353	\$285,096	\$402,446	\$272,207	\$207,108	\$130,860	\$54,152	\$78,698	\$135,556	\$203,254	\$219,266	\$2,440,939
1998	\$231,679	\$238,415	\$366,334	\$342,461	\$310,714	\$212,647	\$139,564	\$97,943	\$78,323	\$125,224	\$212,734	\$259,989	\$2,616,027
1999	\$207,135	\$295,106	\$330,839	\$352,742	\$298,282	\$185,234	\$129,621	\$79,081	\$89,425	\$129,501	\$212,429	\$254,687	\$2,564,082
2000	\$191,883	\$263,200	\$368,478	\$355,012	\$297,349	\$216,211	\$133,931	\$77,114	\$138,862	\$144,108	\$230,562	\$205,897	\$2,622,607
2001	\$175,334	\$262,692	\$292,689	\$251,302	\$292,553	\$218,489	\$119,439	\$179,605	\$65,957	\$75,730	\$166,453	\$218,098	\$2,318,341
<b>% of 2001 Total</b>	7.6%	11.3%	12.6%	10.8%	12.6%	9.4%	5.2%	7.7%	2.8%	3.3%	7.2%	9.4%	100%
<b>Avg % of 10 yr Total</b>	6.9%	10.1%	13.0%	13.6%	11.4%	8.1%	5.1%	3.8%	3.6%	5.9%	9.1%	9.2%	100%

**Source:** Arizona Department of Revenue, Econometrics Section

**Note:** Bed tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity in the *previous* month.

\*Beginning September 1993 the bed tax rate changed from 2% to 3%

Table 4  
**City of Scottsdale**  
Monthly Hotel Sales Tax Receipts in Dollars

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
1992	\$174,097	\$223,210	\$290,725	\$322,171	\$289,844	\$233,421	\$147,766	\$99,178	\$79,902	\$163,012	\$237,915	\$196,967	\$2,458,208
1993	\$171,753	\$261,310	\$317,093	\$366,000	\$299,224	\$245,152	\$151,334	\$133,913	\$109,773	\$201,049	\$277,635	\$247,371	\$2,781,607
1994	\$191,103	\$282,774	\$401,701	\$405,166	\$328,560	\$252,377	\$122,566	\$170,826	\$101,853	\$229,395	\$314,180	\$215,063	\$3,015,564
1995	\$238,609	\$370,087	\$400,927	\$468,653	\$366,277	\$299,109	\$206,932	\$153,069	\$175,892	\$257,563	\$387,869	\$342,390	\$3,667,377
1996*	\$334,232	\$479,619	\$528,376	\$653,322	\$463,664	\$377,825	\$234,918	\$180,997	\$184,509	\$323,224	\$423,176	\$470,188	\$4,654,050
1997*	\$349,487	\$513,860	\$558,121	\$745,646	\$547,451	\$413,388	\$281,368	\$172,797	\$218,433	\$324,910	\$414,266	\$548,234	\$5,087,961
1998*	\$360,209	\$616,312	\$612,897	\$700,661	\$580,163	\$461,490	\$330,831	\$245,346	\$209,904	\$318,229	\$452,718	\$504,113	\$5,392,873
1999*	\$348,608	\$554,700	\$611,754	\$702,254	\$516,702	\$450,272	\$270,852	\$229,003	\$194,780	\$327,698	\$487,502	\$464,592	\$5,158,717
2000*	\$418,966	\$538,775	\$778,685	\$748,876	\$716,202	\$509,017	\$412,814	\$227,697	\$248,210	\$414,869	\$519,498	\$561,904	\$6,095,513
2001*	\$488,363	\$607,198	\$763,428	\$848,912	\$636,231	\$515,856	\$332,858	\$207,730	\$241,810	\$242,854	\$391,641	\$464,938	\$5,741,819
% of 2000 Total	8.5%	10.6%	13.3%	14.8%	11.0%	9.0%	5.8%	3.6%	4.2%	4.2%	6.8%	8.1%	100%
Avg % of 10 yr Total	7.0%	10.0%	11.9%	13.5%	10.8%	8.5%	5.7%	4.0%	4.0%	6.4%	8.9%	9.1%	100%

**Source:** City of Scottsdale, Tax Audit Department

**Note:** Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the *previous* month, and do not account for late payments.

\*The sales tax rate increased from 1.2% to 1.4% in July of 1995

## TRENDS IN ROOM INVENTORY

### Room Inventory

*Table 5* presents hotel inventory for the study market area since 1992. The market area room inventory in the Scottsdale/Paradise Valley area expanded every year from 1995 to 2000, increasing the market area room inventory by 50 percent, almost 4,450 rooms in a five-year period. *Table 6* lists the room inventory of the Scottsdale/Paradise Valley market area by category.

### New Construction

The Desert Ridge Marriott and the Westin Kierland Resort, both located in Phoenix, are under construction with reservations for December of 2002. No new hotel rooms were added to the market area in 2001. The increase in room supply from 2000 to 2001 is due to existing hotels being included into the market area that were not considered within the boundaries previously, and because of a recalculation of market area hotel rooms by Warnick & Co.

### Property Inventory

*Table 7* presents a breakdown of existing facilities within the Scottsdale/Paradise Valley market area with 25 rooms or more. The properties are classified by facility type and also provide room and general manager information.

In previous Lodging Statistics reports the hotels were classified as Luxury, Moderate, or Limited Service. The hotels have been reclassified in this edition to better describe hotel facilities based on Smith Travel Research information. The new classifications are Resort, Full Service, and Limited Service.

Table 5  
**Scottsdale/Paradise Valley Market Area Hotel Inventory**

<b>Inventory as of January 1</b>	<b>City of Scottsdale</b>	<b>Town of Paradise Valley</b>	<b>Other Hotels in Market Area</b>	<b>Total</b>
1992	5,515	1,812	1,659	8,986
1993	5,515	2,151	1,320	8,986
1994	5,515	2,151	1,320	8,986
1995*	5,428	2,144	1,295	8,867
1996	5,758	2,144	1,295	9,197
1997	6,778	2,144	1,605	10,527
1998	7,188	2,173	1,700	11,061
1999	8,313	2,174	2,268	12,755
2000	8,731	2,174	2,245	13,150
2001	8,732	2,172	2,344	13,248

**Source:** Warnick & Co.

**Notes:** List only includes properties with 25 or more rooms that are predominately targeted to short term (less than 30 days) rental.

\*adjustments made for minor room number changes, and deletion of rooms for additional meeting space; these adjustments occurred over time but were adjusted in 1995.

Map 1 describes the Scottsdale/Paradise Valley market area.

Table 7 lists properties covered by this report.

Table 6  
**Scottsdale/Paradise Valley Rooms by Category**

<b>Category</b>	<b>Number of Rooms</b>	<b>Percent of Market</b>
Resort	5,656	52%
Full Service	1,803	16%
Limited Service	3,445	32%

**Source:** Warnick & Co.



Table 7  
**Resort Hotel Properties**  
**Scottsdale/Paradise Valley Market Area**

<b>Property Name</b>	<b>General Manager</b>	<b># of Rooms</b>	<b>Location</b>	<b>Category</b>
The Boulders	Mark Vinciguerra	215	Scottsdale	Resort
Carefree Conference Resort	Richard Newman	246	Carefree	Resort
Doubletree La Posada Resort	Jerry Link	262	Paradise Valley	Resort
Doubletree Paradise Valley Resort	Doug Cole	387	Paradise Valley	Resort
Fairmont Princess Resort	John Pye	650	Scottsdale	Resort
Four Seasons Resort	Chris Hart	210	Scottsdale	Resort
Holiday Inn SunSpree Resort	Homer Seran	200	Scottsdale	Resort
Hyatt Regency Scottsdale	Bill Eider-Orley	498	Scottsdale	Resort
Marriott Camelback Inn	Wynn Tyner	453	Paradise Valley	Resort
Marriott McDowell Mountain	Janice Wilham	270	Scottsdale	Resort
Marriott's Mountain Shadows	Walt Pedano	337	Paradise Valley	Resort
Millennium Resort at McCormick Ranch	David McKee	125	Scottsdale	Resort
Orange Tree Golf Resort	Jonathan Rarig	162	Phoenix	Resort
Phoenician Resort	John Beier	654	Phoenix	Resort
Radisson Resort	Tom Curley	318	Scottsdale	Resort
Renaissance Scottsdale Resort	Richard Bibee	171	Paradise Valley	Resort
Royal Palms Inn	Greg Miller	116	Phoenix	Resort
Sanctuary on Camelback	Mike Surguine	98	Paradise Valley	Resort
Scottsdale Conference Resort	Brenda Weskamp	326	Scottsdale	Resort
Scottsdale Hilton Resort	Shaun Robinson	186	Scottsdale	Resort
Scottsdale Plaza Resort	Mike Pieterick	404	Paradise Valley	Resort
Scottsdale Resort Suites	Rick Hamilton	336	Scottsdale	Resort
SunBurst Resort	Darrin Smith	210	Scottsdale	Resort

Table 7 (continued)  
**Full Service Hotel Properties**  
**Scottsdale/Paradise Valley Market Area**

<b>Property Name</b>	<b>General Manager</b>	<b># of Rooms</b>	<b>Location</b>	<b>Category</b>
Best Western Papago Inn	Sean Kane	56	Scottsdale	Full Service
Chaparral Suites	Tom Silverman	311	Scottsdale	Full Service
CopperWynd	Scott Ostrander	40	Fountain Hills	Full Service
Hermosa Inn	Joyce Dorsett	35	Paradise Valley	Full Service
Hilton Garden Inn	Sally Schaffer	200	Scottsdale	Full Service
Holiday Inn/Suites	Danny Choa	120	Scottsdale	Full Service
Hospitality Suites	Steve Jackson	210	Scottsdale	Full Service
Marriott Suites	Ned Sickle	251	Scottsdale	Full Service
Old Town Inn	Gerald Anthony	206	Scottsdale	Full Service
Ramada Inn Valley Ho	Mike Doherty	292	Scottsdale	Full Service
Scottsdale Camelback Resort	Lori Entwistle	111	Scottsdale	Full Service
Southwest Inn at Eagle Mountain	Conna Ray	42	Fountain Hills	Full Service

Table 7 (continued)  
**Limited Service Hotel Properties**  
**Scottsdale/Paradise Valley Market Area**

<b>Property Name</b>	<b>General Manager</b>	<b># of Rooms</b>	<b>Location</b>	<b>Category</b>
AmeriSuites Hotel	Shannan Harrigan	128	Scottsdale	Ltd Service
Comfort Inn	Mary Burgess	123	Scottsdale	Ltd Service
Comfort Inn (Fountain Hills)	Sam Trivedi	48	Fountain Hills	Ltd Service
Comfort Suites	David Montero	60	Scottsdale	Ltd Service
Country Inn/Suites	Mary Ayla	163	Scottsdale	Ltd Service
Courtyard (Downtown)	Shannon Linahan	180	Scottsdale	Ltd Service
Courtyard Mayo Clinic	Jim O' Mearo	124	Scottsdale	Ltd Service
Courtyard Scottsdale (north)	Bill Veneziaon	153	Phoenix	Ltd Service
Days Inn at Fashion Square	Jim Renahan	167	Scottsdale	Ltd Service
EconoLodge	Carmen Walls	92	Scottsdale	Ltd Service
Executive Suites, Extended Stay	Sam Huang	140	Tempe	Ltd Service
Extended Stay America	Bevin Foreman	120	Scottsdale	Ltd Service
Fairfield Inn (central)	Randy Rasmussen	218	Scottsdale	Ltd Service
Fairfield Inn (north)	Janine Whitney	132	Phoenix	Ltd Service
Gainey Suites Hotel	Luis Carreno	162	Scottsdale	Ltd Service
Hampton Inn (Old Town)	Cindie Niedzielski	126	Scottsdale	Ltd Service
Hampton Inn & Suites (north)	Tammy Sweetland	123	Phoenix	Ltd Service
Hampton Inn Scottsdale Gainey	Mary Burgess	130	Scottsdale	Ltd Service
Hampton Inn & Suites (Tempe)	John Sullivan	160	Tempe	Ltd Service
Hawthorne Suites/Hotel Ivy	James Meng	111	Scottsdale	Ltd Service
Homestead Studio Suites	Nicole Ginnever	122	Scottsdale	Ltd Service
Homewood Suites	Keith Buck	114	Scottsdale	Ltd Service
La Quinta	Jill Clark	140	Scottsdale	Ltd Service
Marriott TownPlace	Michelle Daniels	131	Scottsdale	Ltd Service
Motel 6	Gary Swift	122	Scottsdale	Ltd Service
Motel 6 (Tempe)	Jessica Hernandez	101	Tempe	Ltd Service
Quality Inn & Suites	Wayne Hendricks	171	Scottsdale	Ltd Service
Residence Inn	Edie Rees	122	Scottsdale	Ltd Service
Rodeway Inn	Eileen O'Neil	65	Scottsdale	Ltd Service
Royal Inn Motel	Paul Court	40	Scottsdale	Ltd Service
Scottsdale Inn/Suites	Brad Purpe	134	Scottsdale	Ltd Service
Scottsdale Pima Inn & Suites	Marilyn Warren	125	Scottsdale	Ltd Service
Sierra Suites	Patti Davidson	106	Scottsdale	Ltd Service
Sleep Inn	Jeremy Zangl	108	Phoenix	Ltd Service
Smoke Tree Resort	Sherri Williams	25	Paradise Valley	Ltd Service
Springhill Suites	Robin Fennern	123	Phoenix	Ltd Service
Summerfield Suites	David Murray	164	Scottsdale	Ltd Service

## AVERAGE ROOM RATES AND OCCUPANCY RATES

### Average Room Rates

The Office of Economic Vitality calculated room rate estimations from 1992 - 1999. In 2000, the City of Scottsdale began using data from Smith Travel Research. The average room rate data from Smith Travel between 1993 and 2000 represents a survey of most of the Scottsdale/Paradise Valley properties, but not all. Each year different properties within the market area are surveyed, resulting in slightly changed data. However, due to methodology used and resources the Smith data is more accurate than what was used previously.

*Table 8* demonstrates that average room rates within the Scottsdale/Paradise Valley market area have increased significantly since 1993. *Chart 1* visually represents the same data. In the last nine years, the room rate formula for Scottsdale/Paradise Valley showed an increase of 28 percent. Smith Travel Research reports that the 2001 average room rate was \$143.37.

### Average Occupancy Rates

The Office of Economic Vitality began using Smith Travel Research data concerning occupancy rate in 2000. Occupancy rates for the last eight years are also shown on *Table 8*.

Occupancy dropped four and a half percentage points in 2001. According to Smith Travel Research, 2001 experienced a occupancy rate of 64 percent, almost a 1 percent increase compared to 1999, an improvement from the almost 5 percent decline in occupancy between 1998 and 1999. The high level of new room construction in the late nineties ceased in 2000 and the room supply has begun to stabilize.

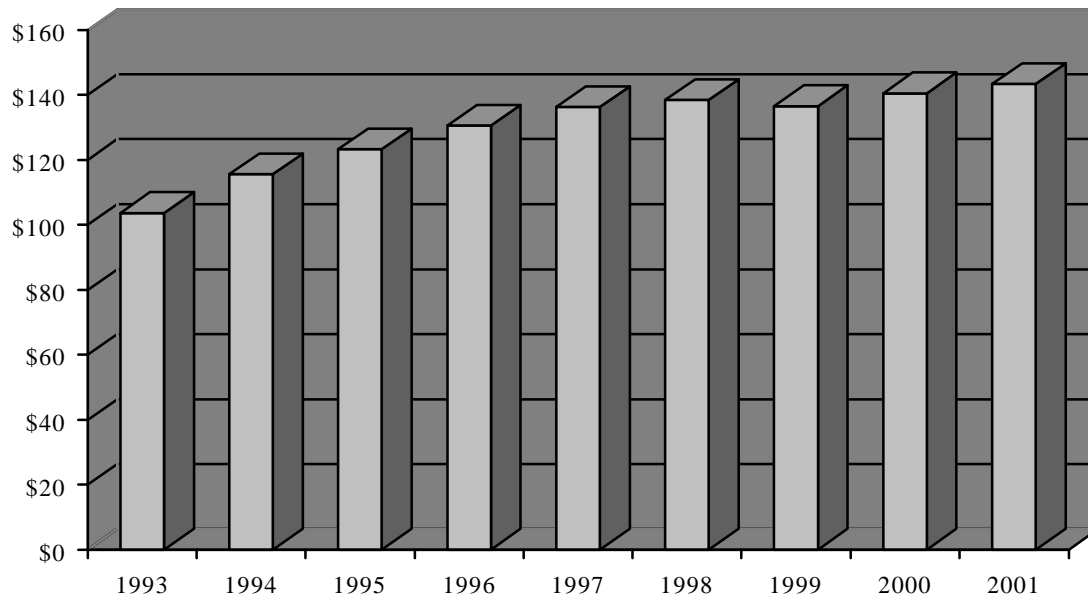
Table 8  
**Average Occupancy Rates**  
Scottsdale/Paradise Valley Market Area

Calendar Year	Gross Room Revenue (a)	Average Room Rate	Room Demand	Room Supply	Annual Occupancy Rate
1993	\$ 206,984,817	\$ 103.74	2,235,642	2,967,085	75.3%
1994	\$ 221,830,366	\$ 115.63	2,209,339	2,930,950	75.4%
1995	\$ 244,853,400	\$ 123.28	2,281,600	2,990,745	76.3%
1996	\$ 278,503,133	\$ 130.60	2,336,327	3,180,771	73.5%
1997	\$ 302,279,593	\$ 136.25	2,406,994	3,336,939	72.1%
1998	\$ 269,445,800	\$ 138.40	2,497,942	3,673,854	68.0%
1999	\$ 306,350,177	\$ 136.56	2,535,392	4,003,300	63.3%
2000	\$ 342,743,333	\$ 140.53	2,759,671	4,310,615	64.0%
2001	\$ 319,827,899	\$ 143.34	2,533,188	4,254,075	59.5%

**Source:** Smith Travel

**Notes:** (a) Total bed tax receipts for calendar year (see table 2 and 3) divided by bed tax rate.

Chart 1  
**Average Room Rate**  
Scottsdale/Paradise Valley Market Area



**Source:** Smith Travel Research

## ROOM REVENUES V. TOTAL HOTEL REVENUES

*Table 9* presents a comparison of total room revenues to total hotel revenues. This provides a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop and recreational sales).

Over the past ten years, room revenues have provided an average of 58 percent of total hotel revenues at Scottsdale properties. The trend also shows room revenues are becoming more important, and non-room sales less important in the City of Scottsdale (see Table 10). During the early 1990's, room revenues as a percentage of total hotel revenues were below 55 percent, however, more recently, the figure has increased to the 58-59 percent range.

In 1993, room revenues in the City of Scottsdale rose to nearly 60 percent of total hotel revenues, as both business and leisure travelers cut back on non-room items. In 1994, 1995, and 1996 a shift occurred in this trend with room revenues as a percentage of total hotel revenues showing 56.3 percent, 56.6 percent and 56.7 percent, respectively (see Table 9).

For 1997, the percentage of room revenues of total hotel revenues in the City of Scottsdale was 60 percent, reflecting the increase in the number of limited-service properties in the market area. In 1998, the percentage dropped back to 59.6 percent, reflecting the downward pressure on room rates because of the expanded number of non-amenity properties. Last year, the percentage of room revenues to hotel revenues remained unchanged at 59.9 percent. In 2000, it dropped 1.5 points to 58.4 percent.

*Table 10* presents a comparison of total room revenues, total bed tax paid, and total privilege tax paid for resort, full service, and Limited service hotel/motels for July 2002.

Table 9  
**Room Revenue as a Percentage of Total Hotel Revenue**  
City of Scottsdale

Calendar Year	Total Room Revenue	Total Hotel Revenues	Room Revenue as a % of Hotel Revenue
1991	\$ 113,399,800	\$ 210,359,667	53.9%
1992	\$ 116,773,400	\$ 205,851,500	56.7%
1993	\$ 138,455,966	\$ 231,800,750	59.7%
1994	\$ 141,576,300	\$ 251,297,750	56.3%
1995	\$ 172,908,833	\$ 290,022,416	59.6%
1996	\$ 199,560,600	\$ 351,678,083	56.7%
1997	\$ 202,883,923	\$ 338,348,602	59.9%
1998	\$ 219,884,233	\$ 368,850,214	59.6%
1999	\$ 220,880,800	\$ 368,479,714	59.9%
2000	\$ 257,131,767	\$ 440,350,786	58.4%
Avg 91-00			58.3%

**Source:** City of Scottsdale Tax Audit

**Note:** Based on revenues generated at properties within the City of Scottsdale

Table 10  
**City of Scottsdale**  
**Hotel/Motel Revenue Streams**  
**July 8, 2002**

Resort	Total Revenues Paid	Bed Tax	Privilege Tax
May 2002	75%	70%	80%

Full Service	Total Paid	Bed Tax Paid	Privilege Tax Paid
May 2002	10%	11%	8%

Limited Service	Total Paid	Bed Tax Paid	Privilege Tax Paid
May 2002	15%	19%	12%

**Source:** City of Scottsdale Tax Audit

## MARKET AREA GOLF AND DESTINATION EVENTS

Tourism in the City of Scottsdale is driven by several factors -- destination resorts, special events, golf, desert environment, southwestern culture and, of course, weather. This section provides an overview of the golf courses, spa facilities and special events that take place in the market area throughout the year.

*Table 11* lists all golf courses in the Scottsdale/Paradise Valley market area. However, *not all of these courses are available to visitors* – access to private courses is not necessarily available to visitors. Further, some golf courses are open only to guests of adjacent hotels.

In addition to golf, destination spas are another attraction to Scottsdale tourists. Visitors that come to Scottsdale for rest and relaxation can find destination and day spas throughout Scottsdale. *Table 12* lists some of the destination spas located at resorts in the Scottsdale/Paradise Valley market area.

The major special events that are held in Scottsdale are listed in *Table 13*. Numerous special events take place in Scottsdale/Paradise Valley market area throughout the year. The Tourism Commission of the City of Scottsdale elects to support many of these events through the use of bed tax funds. Specifically funded are those events that meet the Commission's desired themes -- Western, Golf, Art, Culinary, and Participatory Sports. All events listed are held in Scottsdale unless otherwise noted.



Table 11  
**Scottsdale/Paradise Valley Market Area Golf Courses**

<b>Course Name</b>	<b>Location</b>	<b>Holes</b>	<b>Course Design</b>	<b>Course Type</b>	<b>Par</b>	<b>Architect</b>
Ancala Country Club	Scottsdale	18	Desert	Private	72	Dye Design
Boulders	Carefree	36	Desert	Semi-Private Resort	72	Jay Morrish
Marriott's Camelback	Scottsdale	36	Traditional	Semi Private	72	Red Lawrence
Continental	Scottsdale	18	Traditional	Public	60	Harding/Nash
Coronado	Scottsdale	18 (exec)	Traditional	Public	31	Harding/Nash
Cypress	Scottsdale	18 (exec)	Traditional	Public	38	Van Bocchini
DC Ranch	Scottsdale	18	Desert	Private	72	Scott Miller
Desert Canyon	Fountain Hills	18	Desert	Public	71	John Allen
Desert Highlands	Scottsdale	18	Desert	Private	72	Jack Nicklaus
Desert Forest	Carefree	18	Desert	Private	72	Red Lawrence
Desert Mountain	Scottsdale	90	Desert	Private	72	Jack Nicklaus
Estancia	Scottsdale	18	Desert	Private	72	Tom Fazio
Eagle Mountain	Fountain Hills	18	Traditional	Public	71	Scott Miller
Gainey Ranch	Scottsdale	27	Traditional	Private/Resort	72	Benz & Poellot
Grayhawk	Scottsdale	26	Desert	Public	72	Graham Panks Fazi
Karsten (ASU)	Tempe	18	Scottish Links	Public	72	Pete Dye
Kierland	Scottsdale	27	Traditional	Public	72	Scott Miller
Legend Trail	Scottsdale	18	Desert	Public	72	Rees Jones
McCormick Ranch	Scottsdale	36	Traditional	Public/Resort	72	Desmond Muirhead
Mountain Shadows	Scottsdale	18	Traditional	Public/Resort	56	Jack Snyder
Orange Tree	Phoenix	18	Traditional	Public/Resort	72	Johnny Bulla

<b>Course Name</b>	<b>Location</b>	<b>Holes</b>	<b>Course Design</b>	<b>Course Type</b>	<b>Par</b>	<b>Architect</b>
Pavilion Lakes	Scottsdale	18	Desert	Public	71	Not Listed
The Phoenician	Scottsdale	27	Desert/Tropical	Public/Resort	70	Flint and Robinson
Pinnacle Peak	Scottsdale	18	Traditional	Private	72	Dick Turner
Rancho Manana	Cave Creek	18	Desert	Semi Private	70	Bill Johnston
Rio Salado	Tempe	9	Traditional	Public	33	Mike Morely
Sanctuary	Scottsdale	18	Desert	Public	71	Randy Heckenkemper
Scottsdale Country Club	Scottsdale	27	Traditional	Semi Private	70	Arnold Palmer
Stonecreek	Phoenix	18	Links	Semi Private	71	Dye & Gradstaff
SunRidge Canyon	Fountain Hills	18	Desert	Public	71	Keith Foster
Talking Stick	SRPMIC	36	Traditional/Links	Public	70	Crenshaw/Coore
Tatum Ranch	Cave Creek	18	Desert	Public/Resort	72	Robert Cupp
Terravita	Scottsdale	18	Desert	Semi Private	72	Casper/Ranch
Tournament Players Club of Scottsdale	Scottsdale	36	Stadium/Desert	Public	71	Weiskopf/Morrish
Troon	Scottsdale	18	Desert	Private	72	Weiskopf/Morrish
Troon North	Scottsdale	36	Desert	Semi Private	72	Weiskopf/Morrish
Villa Monterey	Scottsdale	18 (exec)	Traditional	Public	30	Jack Snyder

**Source:** Scottsdale Events and Activities Guide

Map 2 on the next page shows the location of all types of golf courses in the Scottsdale/Paradise Valley market area.

**Existing Golf Courses**

Course Name	Number
Desert Mountain	20
Legend Trail	21
Boulders	22
Terravita	23
Troon North/Pinnacle at Troon	24
Estancia	25
Desert Highlands	26
Troon Golf Course	27
Pinnacle Peak CC	28
Grayhawk	29
Tournament Players Club	30
Scottsdale CC	31
Gaiety Ranch Golf Club	32
Ancala	33
McCormick Ranch	34
Villa Monterey	35
Continental	36
Coronado	37
Links at Indian Bend	38

1. Desert Mountain	20. Sanctuary Golf Course
2. Legend Trail	21. DC Ranch
3. Boulders	22. Marriott Camelback (Paradise Valley)
4. Terraviva	23. Cypress Golf Course (SRPMIC)
5. Troon North/Pinnacle at Troon	24. Desert Forest (Carefree)
6. Estancia	25. Eagle Mountain (Fountain Hills)
7. Desert Highlands	26. Fountain Hills (Fountain Hills)
8. Troon Golf Course	27. Karsten at ASU (Tempe)
9. Pinnacle Peak CC	28. Kierland (Phoenix)
10. Grayhawk	29. Mountain Shadows (Paradise Valley)
11. Tournament Players Club	30. Orange Tree (Phoenix)
12. Scottsdale CC	31. Pavilion Lakes (SRPMIC)
13. Gainey Ranch Golf Club	32. The Phoenician Resort (Phoenix)
14. Añaca	33. Rancho Manana (Cave Creek)
15. McCormick Ranch	34. Rio Salado (Tempe)
16. Villa Monterey	35. Sun Ridge Canyon (Fountain Hills)
17. Continental	36. Arizona Country Club (Phoenix)
18. Coronado	37. Eagle Creek (Carefree)
19. Links at Indian Bend	38. Talking Stick (SRPMIC)

City of Scottsdale - Tourism Study Part I

**Table 12**  
Scottsdale/Paradise Valley Market Area Destination Spas

<b>Spa</b>	<b>Location</b>
Sonoran & Golden Door Spa	The Boulders
Spa De Da	Carefree Conference Resort
The Spa at CopperWynd	CopperWynd Resort and Club
Willow Stream	Fairmont Princess Resort
Four Seasons Spa	Four Seasons Resort
Sonwai Spa	Hyatt Regency Scottsdale
The Spa	Marriott's Camelback Spa
Centre for Well-Being	The Phoenician
The Mist Spa	Radisson Resort Scottsdale
The Spa	The Sanctuary on Camelback Mountain
The Spa	Scottsdale Conference Resort
The Salon	The Scottsdale Plaza Resort

Source: Scottsdale Convention & Visitors Bureau

**Table 13**  
**Special Events**

#### JANUARY

Tostito's Fiesta Bowl, Sun Devil Stadium, Tempe  
Fiesta Bowl Art Walk, Scottsdale  
Barrett Jackson Classic Car Auction  
Phoenix Open Golf Tournament  
Arizona Sun Country Quarter Horse Show  
Arizona Super Classic Circuit

#### FEBRUARY

Parada del Sol Parade & Rodeo  
Scottsdale Arabian Horse Show  
Scottsdale Indian Artists of America Show  
State Farm Women's Tennis Classic

#### MARCH

Franklin Templeton Men's Tennis Classic  
Major League Baseball Spring Training, San Francisco Giants  
National Festival of the West  
Carousel Charity Horse Show  
Arizona Reining Horse Classic

#### APRIL

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Arizona Spring Super Classic  
Scottsdale Culinary Festival  
Rawhide Native American Festival & Art Market

#### MAY - AUGUST

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Arizona Open  
Cinco de Mayo Celebrations, Citywide  
Summer Spectacular Art Walk  
AAA Desert Classic Circuit

#### SEPTEMBER

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Fiesta Mexicana en Rawhide

#### OCTOBER

Arizona Desert Circuit Classic (Appaloosa)  
Scottsdale AirFair  
Western Art Walk Weekend

#### NOVEMBER

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Thunderbird Balloon Classic  
Artfest of Scottsdale  
The Detour  
Carefree Fine Art and Wine Festival

#### DECEMBER

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Noche de las Luminarias, Desert Botanical Gardens, Papago Park  
ZooLights, Phoenix Zoo, Papago Park

#### ON-GOING ACTIVITIES

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Scottsdale Art Walk, Thursday nights, Downtown Scottsdale  
Downtown Farmers Market, Saturday mornings, Downtown Scottsdale  
The Borgata Farmers Market, Fridays  
Scottsdale Center for the Arts, Permanent art collection, musical, dance and theatrical performances throughout the year.  
Scottsdale Museum of Contemporary Art, Permanent art collections and outside exhibits  
Fleischer Museum, Permanent art collection and outside exhibits  
Rodeo Series at Rawhide (May, June)